

Peter Protasio

Product Designer/Music Producer

XingHanGao Peter

155 Chestnut Street, Pasadena, California, 91103

626-692-1424

Peterzaizai@outlook.com

<https://www.peterprotasiodesign.com/>

Education

Bachelor of Science in Product Design

Art Center College of Design, Pasadena, California

Expect to graduate at 2026

Summary of Skills

Communication

Effectively communicate with design manager and clients. Present my ideas and work process clearly by story telling. Seriously engage in feedbacks and respond to design changes. Always ask questions and stay curious about every details in design process.

Research

Conduct advanced research by using generative research tools to discover the tacit and latent knowledge from customers. Engage in ethnographic research to understand the needs of user in different scenarios. Launch the design process based on the insight statements and innovate the design functions while styling on the product to create endless aesthetic.

Problem Solving

Design targeted at improving the existing circumstances to a favored one. Define the problems by conducting research and interview. Ideate possible solutions by sketch and mock ups and communicate with design director and user. Test the solutions with customers and revise the design thinking by analyze the feedback.

Professional Experience

Concept Development Internship

BaoLin, 27 BaoLin Building DaWang Road, Chaoyang, Beijing

06.2023

Led the redesign of the company's visual identity, including logo development. Actively applying user and market insights to strengthen brand communication and design strategy.

SKILLS

Language: Chinese and English

Digital: Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Solidworks, Keyshot, Blender, Garage Band, Capcut

Physical: Sketch+digital sketch, Interview skill, Generative Research, Volumetric Study, Tape-Drawing prototype, CNC Machine, 3D Printing, Lathe, Mill Machine.

ORGANIZATION & ACTIVITIES

Art Center College of Design: Playaz Club President

G-4Life Records: Released my debut album "Heavenly Tribe" in 6/23/2023

Released my second album "Instinct" in 12/12/2024
